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Abstract of the Invention

A support according to the invention comprises a rubber article. The support comprises:

- a substantially cylindrical base which conforms to the wheel rim,
- a substantially cylindrical crown which comes into contact with the inside of the tire summit in the event of a drop in inflation pressure, but to leave a clearance relative to the summit at nominal inflation pressure, and
- an annular body connecting the base to the crown. The rubber article comprises a rubber, preferably a mix of natural rubber and polybutadiene, a metal salt of a carboxylic acid, preferably zinc dimethacrylate, an effective amount of carbon black or silica, or both, and a peroxide for curing of said support. The support of the present invention provides weight reduction, reduced hysteresis, enhanced thermal stability, and enhanced thermo-oxidative stability, therefore providing longer service life.